

INTERNATIONAL BUSINESS AND MARKETING

COURSE CODE: 5032

**(COURSE NAME WILL CHANGE TO “GLOBAL BUSINESS” IN 2016-17.
THE COURSE DESCRIBED IN THIS DOCUMENT IS A DIFFERENT COURSE FROM
THE MARKETING “GLOBAL BUSINESS” COURSE, COURSE CODE 5440, WHICH
IS NO LONGER SUPPORTED BY SC ECONOMICS AND WHICH WILL BE
DROPPED IN 2016-17)**

COURSE DESCRIPTION: Global Business provides a basic understanding of global business operations to prepare students for an increasingly global future. Students gain an understanding of global trade, international and political culture, legal issues, finance, distribution, and marketing.

OBJECTIVE: Given the necessary equipment, supplies, and facilities, the student will complete all of the following standards successfully.

COURSE CREDIT: 1 Carnegie unit

PREREQUISITE: N/A

RECOMMENDED GRADE LEVEL: 10-12

COMPUTER REQUIREMENT: One computer per student and Internet accessibility

RESOURCES:

www.mysctextbooks.com

A. SAFETY

1. Review school safety policies and procedures.
2. Review classroom safety rules and procedures.
3. Review safety procedures for using equipment in the classroom.
4. Identify major causes of work-related accidents in office environments.
5. Demonstrate safety skills in an office/work environment.

B. STUDENT ORGANIZATIONS

1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
3. Explain the benefits and responsibilities of being a member of a CTSO.
4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.

5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

C. TECHNOLOGY KNOWLEDGE

1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).
5. Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other elements for personal use.
6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS

1. Demonstrate punctuality.
2. Demonstrate self-representation.
3. Demonstrate work ethic.
4. Demonstrate respect.
5. Demonstrate time management.
6. Demonstrate integrity.
7. Demonstrate leadership.
8. Demonstrate teamwork and collaboration.
9. Demonstrate conflict resolution.
10. Demonstrate perseverance.
11. Demonstrate commitment.
12. Demonstrate a healthy view of competition.
13. Demonstrate a global perspective.
14. Demonstrate health and fitness.
15. Demonstrate self-direction.
16. Demonstrate lifelong learning.

E. PROFESSIONAL KNOWLEDGE

1. Demonstrate effective speaking and listening skills.
2. Demonstrate effective reading and writing skills.

3. Demonstrate mathematical reasoning.
4. Demonstrate job-specific mathematics skills.
5. Demonstrate critical-thinking and problem-solving skills.
6. Demonstrate creativity and resourcefulness.
7. Demonstrate an understanding of business ethics.
8. Demonstrate confidentiality.
9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.
10. Demonstrate diversity awareness.
11. Demonstrate job acquisition and advancement skills.
12. Demonstrate task management skills.
13. Demonstrate customer-service skills.

F. FOUNDATIONS

1. Define international business terms.
2. Explain the difference between a domestic business and an international business.
3. Identify the impact of the external factors on the operations of a business entity, including climate; time zones; distance; topography; natural resources; and political, social, legal, economic, and cultural environments.
4. Describe the impacts of international business activities on the various stakeholders at the local, regional, national, and international levels.

G. MULTICULTURALISM

1. Define multiculturalism.
2. Identify protocol, customs, and etiquette practices in dealing with people from different cultures.
3. Identify and describe the do's and don'ts of verbal and nonverbal communication in different cultures around the world.
4. Identify American jargon and acronyms that confuse businesspeople in foreign countries.
5. Demonstrate how business greetings and introductions differ around the world.
6. Compose effective business communication based on an understanding of the differences in tone, style, and format of business communication in various cultures.
7. Demonstrate multiple modes of communication utilizing correct etiquette when dealing with different cultures.
8. Describe factors in the international business environment that affect ethical behavior.
9. Identify and discuss the effects of cultural experiences and background on communication.
10. Compare business and social customs among countries (e.g., handling business cards, the need for consensus, hours of operation, government holidays, attire, gifts).

H. GLOBAL ECONOMY

1. Discuss motivations for entering the global business market.
2. Identify global business concepts and problems, including worker migration, foreign outsourcing, and globalization and the environment.
3. Identify the main costs of production (e.g., raw materials, market distribution, labor costs).
4. Describe the different production methods used in various countries (e.g., manual, automated, computerized).
5. Describe how economic decisions are made.
6. Identify the main factors of production.
7. Explain the basics of supply and demand.
8. Discuss factors that affect price and cause inflation.
9. Describe the different levels of economic development.
10. Compare economic systems.
11. Analyze how markets develop and are influenced by current events and economic resources.

I. INTERNATIONAL TRAVEL

1. Identify the requirements for international travel (e.g., passport, visa, immunizations).
2. Determine and calculate foreign exchange rates for currency in selected destinations.
3. Identify international travel resources (e.g., agencies issuing passports: post offices, consulates, embassies).
4. Explain travel restrictions and health requirements in selected destinations.
5. Create an international travel itinerary using a traveler's checklist.
6. Describe the major types of agreements that affect travel between countries.
7. Use technology to research travel destinations.

J. CULTURAL INFLUENCES

1. Discuss the issues that affect international trade based around cultural considerations.
2. Identify and discuss the effects of multi-culturally appropriate communication on world trade and business activities.
3. Describe the importance of verbal and non-verbal communications.

K. GOVERNMENT AND TRADE RELATIONS

1. Analyze the impact of political environments on international business.
2. Distinguish between political systems around the world and their effect on business operations.
3. Explain how political risks can disrupt selling and buying across borders.
4. Discuss the role of government and the impact of politics on global business.
5. Discuss the origin and impact of trade agreements (e.g., NAFTA, CSTA).
6. Understand balance of payments effects on policy decisions.

7. Identify trade barriers (e.g., tariffs, duties, quotas, boycotts, restrictive licensing requirements).
8. Identify trade promotions (e.g., subsidies).
9. Discuss the role of customs agencies on international business.
10. Explain how political risks can disrupt selling and buying across borders.
11. Describe the types of risk related to international business activities (e.g., global risk, political risk, social risk).
12. Identify ways of managing global risk.

L. LEGAL AGREEMENTS

1. Identify legal systems and liabilities in the global marketplace (e.g., product liability, negligence, strict liability).
2. Identify legal frameworks for property and contracts (e.g., trademark, patent, copyright, brand name, intellectual property).
3. Discuss resolving legal differences.

M. IMPORTING AND EXPORTING

1. Define imports and exports.
2. Explain importing and exporting procedures and documentation (e.g., bill of lading, FOB, CIF, letter of credit).
3. Identify the major trading partners of South Carolina and the United States.
4. Identify the major modes and routes of transportation for trade.
5. Give examples of South Carolina businesses that import and export products.
6. Discuss pricing strategies in global markets.
7. Research free trade zones including local and state.

N. GLOBAL FINANCIAL MARKET

1. Explain how a foreign exchange market functions.
2. Identify the economic factors that influence exchange rates and explain how these factors work.
3. Explain how currency exchange rates affect international trade.
4. Identify factors that affect the value of currency.
5. Differentiate between alternative strategies of global banking including World Bank and International Monetary Fund.
6. Discuss how some countries subsidize trade.

O. HUMAN RESOURCE MANAGEMENT

1. Explain the objectives of human resource management in a global firm.
2. Explain the impact of cultures on human resource management.
3. Describe how the human resource function changes as a firm goes global.
4. Identify sources of recruitment for staffing positions abroad.

5. Describe differences and similarities in training employees in different countries.
6. Identify the role of organized labor in international business.

P. GLOBAL MARKETING AND CONSUMER BEHAVIOR

1. Define global marketing.
2. Discuss why businesses expand into foreign markets.
3. Identify advertising (integrated marketing) media and pricing used in foreign markets including social, print, and digital media.
4. Describe how language, culture, media availability, and regulations affect global marketing strategies.
5. List factors that affect competition in the global market.

Q. CAREER OPPORTUNITIES

1. Define terms related to global business careers.
2. Explore global business career opportunities.
3. Determine qualifications needed for success in global business careers.
4. Identify and discuss the role of global entrepreneurs.
5. Discuss types of entrepreneurial businesses.
6. Explain independent business organization considerations.